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## CHILDREN'S TELEVISION FOR THE '90S

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Office of the Secretary  
Federal Communications Commission  
Washington, DC 20554

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FEDERAL COMMUNICATIONS COMMISSION  
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**Children's Television for the '90s** was established in 1990 as a group in the public interest to improve the quality of American children's television. The organization intends to encourage programming for children which enriches their learning experience and to enhance the children's television production process from design to evaluation.

Comments are submitted supporting the FCC in their effort to better implement the requirements and underlying objectives of the Children's Television Act. In particular, this submission endorsed production of television broadcast programming "that furthers children's positive development in any way, including serving their cognitive/intellectual and social/emotional needs." The endeavor constitutes an achievable goal.

Decisions regarding questions of content, production design, and program effects represent substantial components in the purpose of the present inquiry. Other relevant considerations pertain to television broadcast scheduling of children's programs, in terms of both frequency and duration.

Perhaps staff processing guidelines might be devised so as to indicate proportional percentages of children's programs designed to meet their educational and informational needs. In this way, programming factors will indicate to what degree a diverse and balanced menu of children's programs is offered to sub-groups of children 16 years of age and under.

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Broadcasters may elect to consult professionals in the fields of children's education and communications research to answer the questions:

1. What is educational and informational programming?
2. How is such programming best achieved?

As a result of this proceeding, a reasonable standard may be generated, one that reflects a station's demonstrated effort to consistently improve and evaluate a slate of programs on behalf of children in its community.

No greater area of attention exists for communications today than that of forming a telecommunications policy for America's children.

Hetty Cramer  
EXECUTIVE DIRECTOR